



GENESIS™



Signaling From The Future



Strobe Issues --- *The EST Solution*

- Strobe Issues...

- Typical strobes required by life safety code are unsightly in appearance



- ***The EST Solution...***
An exclusive, totally new design that exceeds life safety code requirements, and blends with building décor





Product Overview



Genesis®

- Break-through Design!!!
 - Unparalleled performance in a sleek, ultra-compact package

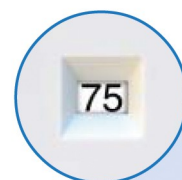




Product Overview

- The Genesis line of signals features a complete array of the most aesthetically pleasing wall and ceiling mount signals in the industry.

- Appealing to both architects and engineers
- Devices include:
 - Horns, and Horn-strobes
 - Speakers and Speaker-strobes
 - Chimes and Chime-strobes
- Strobes are multi-candela
- Speakers are multi-tap



*Selectable 15, 30, 75,
or 110 cd strobe!*

*Selectable
High or low dB
horn!*





The Genesis Advantage

- **Unique design of Genesis strobes controls and conditions light so precisely that output is simply unrivalled.**
 - **Patented FullLight® technology provides the most comprehensive light pattern distribution in the industry.**



Genesis®
Strobe



Competitor's
Strobe

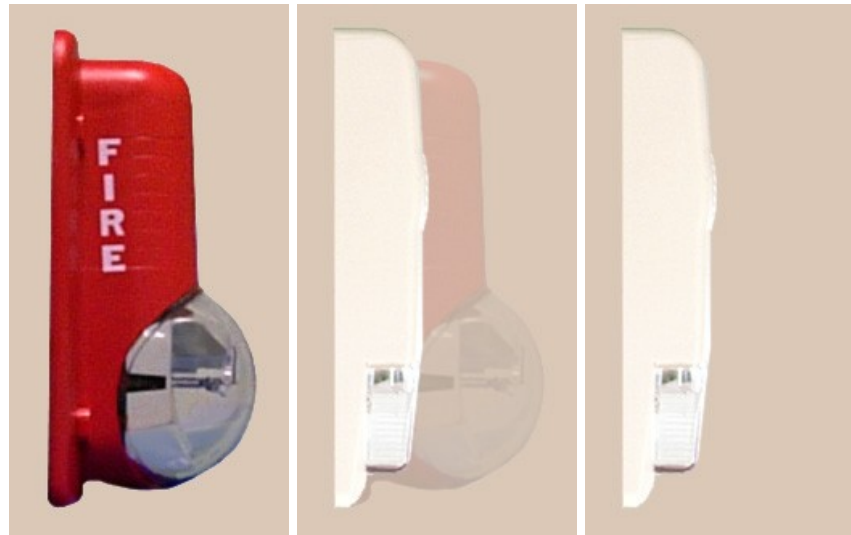


Genesis vs. The Competition

Genesis signals don't detract from building aesthetics...rather they enhance it.



**Competitor
A**



**GENESIS
TM**

**Low profile, non-obtrusive design
protrudes less than 1" from wall**



Genesis - The Only Signal You Need

- EST has re-invented the visual signal - from the ground up
- The result is a powerful range of features and cost saving advantages all rolled into a sleek, attractive design.
 - 32 selectable operating modes in a single device
 - Genesis brings on-demand signaling to every application with an unparalleled range of field configurable options:
 - Horns and chimes with high/low dB output settings
 - Speakers with multiple wattage tap selections
 - Strobes with selectable candela output and flash rate

Field configurable options put you in the driver's seat when time is short, budgets slim, and manpower is at a premium.



Genesis - The Only Signal You Need

- The result is a powerful range of features and cost saving advantages all rolled into a sleek, attractive design (CONT.)
 - Multi CD capability brings the convenience of on-demand light output settings to every application, allowing you to use the same model in an unlimited number of locations.
 - Low dB setting on the horns cuts sound output by 5 dB
 - Ideal for small spaces like restrooms or classrooms where high dB output may cause discomfort among occupants with sensitive hearing, particularly children.

***Maximum application flexibility
without draining the budget.***



Genesis - The Only Signal You Need

- **The result is a powerful range of features and cost saving advantages all rolled into a sleek, attractive design (CONT.)**
 - **Expanded voltage operating range**
 - 16 to 33 V - which brings these signals in line with the UL 1971 revised standard due to take effect in May 2004.
 - **Save on wiring costs thanks exclusive technology that delivers independent horn control over just a single pair of wires.**
 - This important and highly desirable feature makes it possible to silence horns while the strobes remain active.

***Genesis Signals - the perfect fit for any
application!***



Signals That Blend With Their Environment

- **Available in an eye-soothing neutral shade of white or traditional fire alarm red**
 - **Complements the décor without intruding upon it.**
 - **Genesis “running man” gets the message across at first glance without the need to emblazon the word “FIRE” on the walls and ceilings of interior spaces.**
 - **Meets codes and standards requirements - overcomes language barriers and eliminates lens marking headaches.**
 - **Models with the "FIRE" designation are still available for locations that require such labeling.**



Signals That Blend With Their Environment†

Genesis Trim plate

- Great for retrofits
- Adapts 1-gang device to existing 2-gang or 4" square box



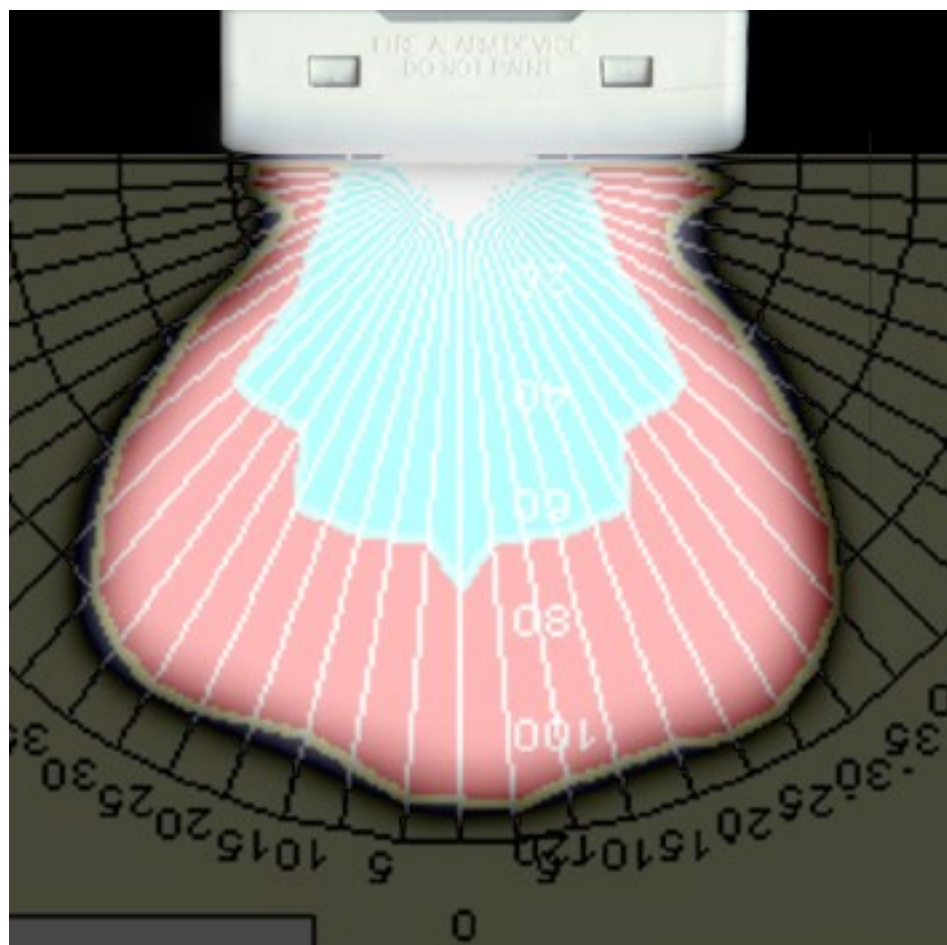


More Genesis Advantages

- Attractive design
 - No visible mounting screws
 - Features universally recognized symbol for fire
- Competitively priced
 - Installing single gang boxes up front saves money!
- Easy to install!!!
 - Captive hardware
 - No loose screws to drop or lose on project site



Genesis Features

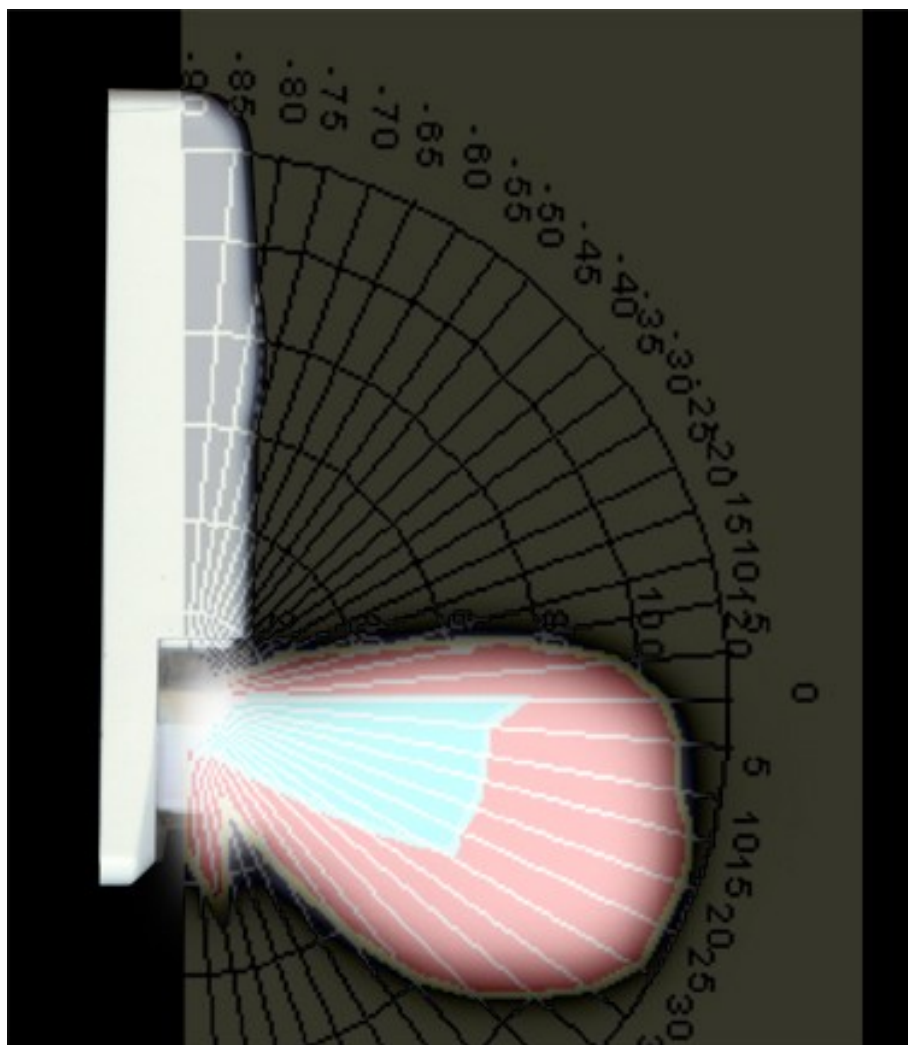


**Controlled
Light
Distributio
n**

***Horizontal
Light Output***

- Intensity (CD)
- UL Limit (Cd)

Genesis Features



**Controlled
Light
Distributio
n**

***Vertical Light
Output Profile***

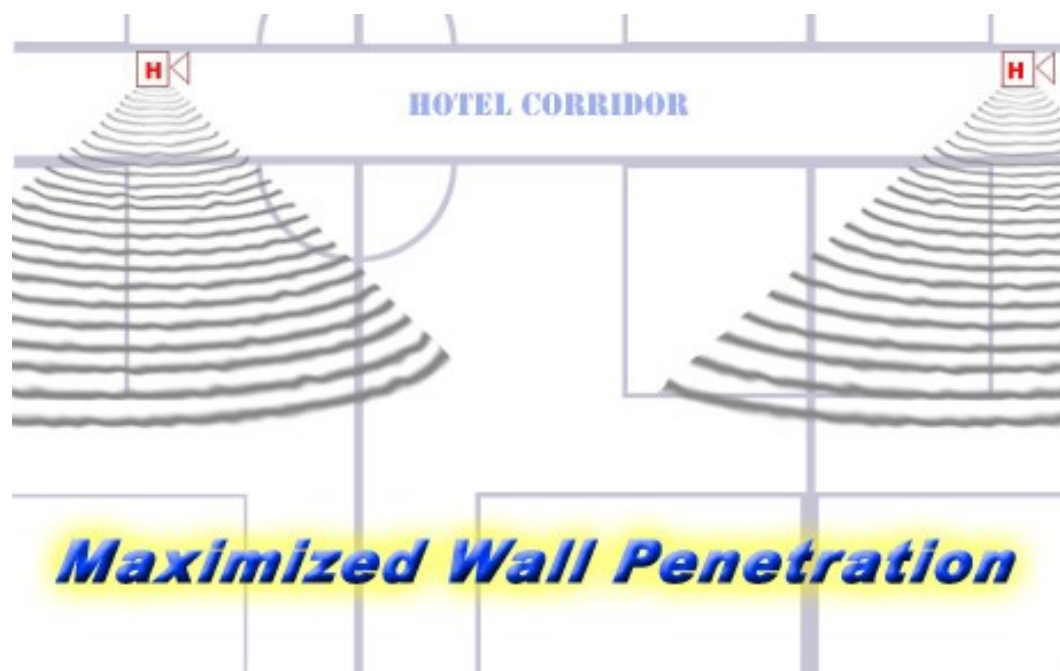
- Intensity (CD)
- UL Limit (Cd)



Genesis Features

Horn Signal

- Multiple frequency “GROWL” tone maximizes wall penetration
- 98dBA peak, 94dBA avg.
 - Anechoic @ 10', 24Vdc





Genesis Signal Master Accessory



Precision Synchronization

- **G1M Signal Master Module meets 10 milli-second UL sync spec.**
- **Converts any Genesis horn to a “master”**
 - **Locate it anywhere in the circuit and it will control all “downstream” devices**
- **Provides independent horn control**
 - **Allows horn silence over pair of wires common to strobe**

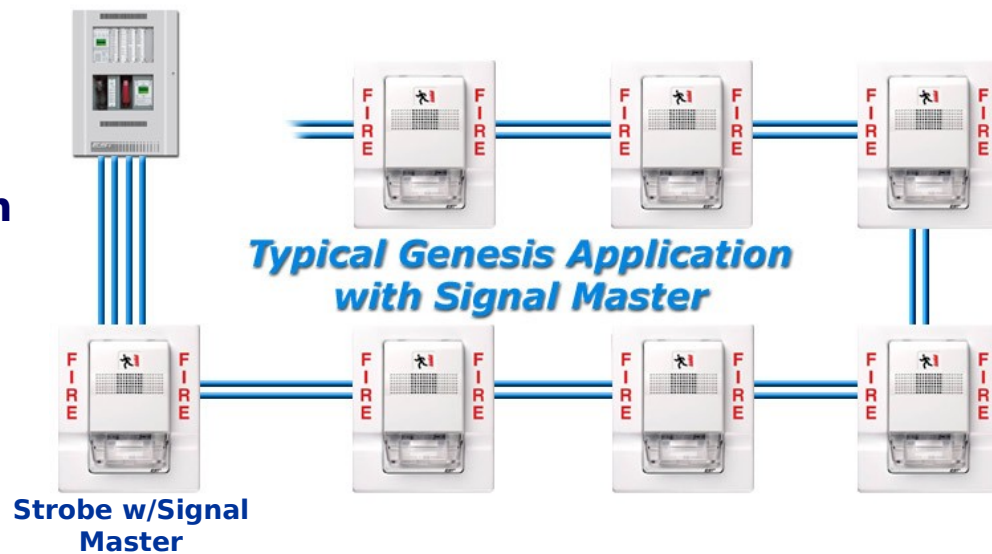




Genesis Signal Master Accessory

Signal Master

- Simple snap and connect mounting
- Remote module also available
 - Convenient field installation
- #12AWG Terminals
 - Convenient for using existing wire
 - Maximized wire runs



Less Wiring = Substantial Cost Savings \$\$\$

Thank You!

